PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, NY 10017

TO: Arun Sinha **DATE:** October 19, 1993

FROM: Karen Marryshow

SUBJECT: **REVISED CAMBRIDGE DECEMBER 12 FSI**

The following is a revised cost breakdown (to reflect the addition of Back Cover circulation and an increase in Front Cover circulation) for the December 12 Cambridge FSI:

- Drop date: December 12, 1993
- Film due date: October 27 (extension)
- Vendor: Product Movers
- Total Circulation: 58,321MM (National)

- Unit: **Front cover**
- Circulation: 46,275MM
- Net space cost: $396,114

- Unit: **Back cover**
- Circulation: 3,752MM
- Net space cost: $28,515

- Unit: **Inside page**
- Circulation: 8,294MM
- Net space cost: $59,717

- Surcharge*: $1,000
- Sell sheets: $600 (8,000 total-- 2,000 n/c 6,000 @ $100/M)
- Production chrg: TBD
- Total net cost: $485,946
- Total gross cost: $571,701

* Surcharge: for Alaska & Hawaii - $500/per page for each state.

Please note that both Cambridge and Parliament will run national FSIs on December 12, 1993.

Please call with any questions.

Thank you.

cc: D. Cimine
K. Galeotti
G. Plaia
R. Schneider

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Source: https://www.industrydocuments.ucsf.edu/docs/hphm0004